



## Our Store Is Transformed Into a Beautiful White Palace

THE hand of the magician has truly touched this store, transforming it into a veritable Fairyland. On every hand is white—white as pure as the driven snow—white that heralds the coming of summer. The daintiest garments, the most delightful fabrics, exquisitely designed embroideries, filmy, dainty laces, in a bewildering variety, are lavishly displayed. Of a truth, you will be amazed.

### This Week Full of Economies Rich and Rare

'Tis not only the splendid show that should bring you here—'tis the economies that greet you wherever you turn. For months we have been preparing for this event. Our buyers have scoured the markets to find the best at the lowest prices, especially for this sale. An under-price mark is placed on the choicest Undergarments, Outergarments, and White Fabrics—an under-price that makes it true economy to anticipate summer needs. Thousands upon thousands of dainty undermuslins, fresh, crisp white waists, innumerable yards of white goods and laces and embroideries are here for those who wisely buy in this sale.

### Sale of White Waists

New, fresh Waists in the 1910 styles are offered at very special prices in this sale.

Fine sheer lawn and batiste Waists, all over embroidery and fancy lace trimmed effects. Correct style in every detail. Regular \$1.35 values, are specially priced **98c**.  
Lingerie Waists of fine sheer, lawn and batiste, lace trimmed, all over embroidery and hand embroidered effects, showing the correct new sleeve. Values up to \$2, specially priced **\$1.48**.  
An exceptionally handsome lot of lingerie and linen Waists, in \$2.50 values, is shown at **\$1.98**.  
Advance Showing of Lingerie Dresses and Linen Suits.

### Extra Special

—On Sale in the Basement—  
White lawn Waists, embroidered front or plain tucked styles, long sleeves, tucked, collar and cuffs. Values to \$1.00; specially priced **48c**.

### Underpriced White Goods

A little forethought as to what you need for summer may save you a tidy sum. Values like these are uncommon.

30-inch India Linen, a 12-1-2c value, a yard ..... 9c  
32-inch India Linen, a 20c value, a yard ..... 14c  
English Nainsook, a beautiful 15c quality, a yard ..... 11c  
English Nainsook, our extra 25c quality, a yard ..... 18c  
Lingerie Batiste, silk finish, soft and sheer, a 25c quality, yd. 17 1-2c  
"Lys Linen," sheer, linen finish fabric for waist making, a 30c quality, a yard ..... 23c  
Persian Lawn, fine and sheer, 15c quality, a yard ..... 9c  
Union Linen Suiting, yard wide, fine finish, 35c value, a yard ..... 23c  
Shirtwaist Linen, yard wide, all linen, 50c value, a yard ..... 29c  
Crossover Muslin, extra 20c quality, a yard ..... 12 1-2c  
90-inch Linen Sheeting, a \$1.25 quality, a yard ..... 88c  
206 pieces of Fancy Madras and Chiffon Cloth in neat checks, stripes, and figures; values up to 40c; special price! ..... 23c  
English Long Cloth, 10 yd. pieces, worth \$1.50 ..... 98c  
English Long Cloth, 12 yd. pieces, worth \$2.10 ..... \$1.29

### In the Basement

The under-pricing in the Basement is on goods for your every-day and household needs. "Popular" quality is in every item.

**LONSDALE MUSLIN**—The genuine green stamp brand. We limit each customer to 10 yards—a yard ..... 10c  
**HOPE MUSLIN**—Yard wide, soft finish. Only 10 yards sold to each customer at this price, a yard ..... 9c  
**4-4 BLEACHED MUSLIN**—Good quality, yard wide muslin. An extra value at, a yard ..... 7c  
**CAMBRIC**—Yard wide, soft finish cambric muslin. Extra quality, a yard ..... 9 1-2c

### Towels

Bleached Cotton Huck, 18x36 inches, 12-1-2c value ..... 8 1-2c  
Union Linen Huck, 20x38 inches, 17 1-2c value ..... 14c  
Extra large bleached Bath Towel, 50c value ..... 39c  
Large Bath Towel, red border, 40c value ..... 27 1-2c

### Sheets and Pillow Cases

72x90 Seamless Sheets, 60c value, each ..... 47c  
81x90 Seamless Sheets, 65c value, each ..... 53c  
62x90 Peppercell Sheets, 65c value, each ..... 53c  
72x90 Peppercell Sheets, 70c value, each ..... 58c  
81x90 Peppercell Sheets, 75c value, each ..... 66c  
90x90 Peppercell Sheets, 80c value, each ..... 72c  
42x36 Pillow Cases, each ..... 9c  
45x36 Pillow Cases, each ..... 9c  
45x36 Peppercell Pillow cases, each ..... 15c

### Bed Spreads

Large size, extra quality, fringed Bed Spreads, our special \$1.25 kind, each **98c**.

### Children's Muslin Underwear

In the basement Children's Muslin Undergarments will be specially priced.

Drawers, Skirts, Waists, and Night Gowns of excellent quality muslin, well made, at prices ranging from 9c a garment up to 48c.

### Extra Special

**CORSET COVERS**—Made of extra quality sheer nainsook, plain or checked, hand-somely trimmed with German Val, or maltese lace, with boning and ribbon.

A 60c VALUE FOR  
**44 Cents**

### Extra Special

**DRAWERS**—Of good quality cambric, with deep, wide flounce of lawn, with eight hemstitched tucks. These are all full size and correctly proportioned.

A 50c VALUE FOR  
**34 Cents**

### Rich and Rare Economies in Undermuslins

Tempting, indeed, are these beautiful garments, and more tempting still are the prices. Fortunately for you, our purchases were made prior to the sharp advance which was recently made on the price of cotton goods. Therefore prices are lower than they could be otherwise. Tables are piled high with the crispest, freshest, newest white garments awaiting your choice. Select them early—select enough of them to last you through the summer—select them now while they're under-priced.

**48c** Corset Covers, Night Gowns, Short Chemise, Drawers and Skirts, made of muslin and cambric. Some are trimmed with embroideries, some with pretty laces and others with the plain tucked and hemstitched flounce and ruffles. Values in this lot are exceptionally good.

**73c** Very pretty styles in Night Gowns, with high or low neck; long and short skirts; Chemise; Combination garments; Corset Covers; made of plain and checked nainsook and cambrics. Trimmed effectively with dainty laces and unusually good embroideries. You'll find many excellent garments in this lot.



**\$1.48** Chemise, Night Gowns in all styles, Corset Covers, long and short Skirts, Drawers, and Combination garments. Made of plain and checked nainsook, long cloth and fine cambrics and beautifully trimmed with appropriate laces and embroideries. Ample sizes and correct proportions are features of these garments.

**\$1.89** Many beautiful styles are shown in this unusual lot. Long Chemise, daintily trimmed, Night Gowns, in high or low neck, two and three piece combination garments, Corset Covers, Drawers and Skirts. Elaborate trimming effects in lace and embroidery on fine nainsook, checked dimity and fine cambrics.

**\$2.69** Values such as are shown in this lot have never before been equalled. The daintiest fabrics, nainsook and batiste are used, together with beautiful laces and embroideries. Gowns in high and low neck styles, hand-some Skirts, Combination two and three piece garments, Corset Covers, Drawers and Chemise are shown.

**\$3.48** In this superb lot are many hand embroidered garments and very dainty lace and embroidery trimmed Night Gowns, Drawers, Chemise, Skirts, and Combination two and three piece garments. Only the finest English Nainsooks and Batistes are used in the making of these.

All Garments in This Sale Are Made under **SANITARY** and **HEALTHFUL** conditions. No "sweatshop" Garments.

### Dollar "Wonder Tables"—Undermuslins Valued to \$2

The question "how can such garments be sold at such a price?" will arise when you see the splendid offerings on these "Dollar Wonder Tables." Marvelous value is shown in every one—value that even this store has never approached in preceding White Sales.

Night Gowns, with high or low neck—Drawers, trimmed with lace or embroidery—Corset Covers in dainty styles, some hand embroidered—Combination Garments in two or three piece styles—Skirts, trimmed with lace or embroidery or with deep tucked flounce—Chemise in a variety of styles. The materials are plain and checked Nainsook, Long Cloth and fine Cambric.

Values on the Dollar Tables Are Up to \$2

### SLIGHTLY SOILED UNDERMUSLINS

Values Up To \$4.00 For

**\$1.29**

The soiling of white garments in selling is unavoidable, and while the quality of the garments remains the same, we find it necessary to reduce the prices to effect sales. To clear our stock of all garments thus soiled and mused, we have placed them all, regardless of former prices, on one special table. All are perfect and many of our best styles are in the lot. Values are up to \$4.00

Values Up To \$4.00 For  
**\$1.29**



### Hand Embroidered Undergarments

An Extra Special Item at \$2.48.

Regularly the garments shown in this grand lot would cost you \$3.00, \$3.50 and \$4.00 each. Most beautiful styles of Chemise, Night Gowns, Corset Covers and Drawers, hand embroidered on fine batiste and English nainsook. While the lot lasts you may make your choice for

**\$2.48 Each**

### Full Size Night Gown 25c

Can you make a night gown for a quarter? Even after you have the material the work is worth more. We will sell a full length, full width gown made of good muslin, a 75c value, for

**25c Each**

That all may share in this bargain we limit you two.

### Special Pricing of Linens

Linens for the table are given a prominent place in the "World of White" at prices that should bring every housewife to this store. Quantities are ample to supply all needs.

72-inch all pure linen satin damask, regular \$1.50 and \$1.75 values, a yard ..... \$1.19  
72-inch full bleached, all linen satin damask, our special \$1.25 quality, a yard ..... 95c  
72-inch German linen unbleached damask, strong and serviceable, a \$1.25 value, a yard ..... 87c  
68-inch mercerized damask, fine texture, good weight and serviceable, 65c value, a yard ..... 37c

### Laces and Embroideries

Thousands of Yards Underpriced.

**One Cent** a yard, for machine made Torchon Laces and insertions, 1-2 to 1 1-2 inches wide. Values to 5c a yard.

German and French Val. Laces, bolts of 12 yards in matched sets and odd pieces, values to 75c, a bolt ..... **23c**

**59c** American made "Elyria," French and German Val. laces and insertions, 1-2 to 2 inches wide. Values to \$1.00 a bolt of 12 yards. Extra special, 59c a bolt.

Linen, and German Cotton Torchon Lace and Insertion, 1-2 to 4 inches wide, values to 15c, a yard ..... **4c**

**11c** Linen and cotton Cluny Edging and Insertion, 1 1-2 to 6 in. wide. Regular values up to 25c.

Cambric Embroidery and Insertion, widths up to 5 inches, good patterns and quality, values to 15c, a yard ..... **5c**

**9c** Hamburg Edging and Insertion in matched sets, 3 to 9 inches wide, well finished edge; values up to 20c.

Nainsook, Hamburg and Swiss Embroidery and Insertion, 3 to 18 in. wide, in matched sets or odd patterns; values up to 40c ..... **14c**

**24c** Hamburg, Nainsook and Swiss, edging, insertion and flouncing, matched and odd, hand loom finish; values to 60c.

Swiss, Nainsook and Hamburg Edging, Insertion, flouncing and corset cover embroideries in beautiful design and qualities; values to 85c, a yard ..... **38c**

**48c** Edging, insertions and flouncings up to 27 inches wide, hemstitched and scalloped, with bands to match; values up to \$1.

Flouncings and corset cover embroideries in batiste, swiss and nainsook, hand loom finished, exquisite designs; values to \$2 ..... **89c**

**98c** All over embroideries of batiste, nainsook and swiss in very dainty small designs; values up to \$2.00.

### Extra Special

**CORSET COVERS** made of extra quality Long Cloth with hemstitched lawn ruffles around top and arms. Good full sizes, well made and a real 35c value. On sale in the basement—

**16c Each**

### Extra Special

**COMBINATION GARMENTS**—Corset cover with either short skirt or drawers, made of very fine nainsook, trimmed with lace. Perfect fitting and very well made.

A \$1.25 VALUE FOR  
**89 Cents**

### Extra Special

**WOMEN'S VESTS**—Good quality white ribbed cotton vests, low neck and sleeveless, taped around neck and arms. Good full size and length.

A 15c VALUE FOR, EACH  
**11 Cents**

*The Popular*  
**DRY GOODS CO., INC.**